



# Combat Communications for Conservationists

## A workshop sponsored by the Delaware National Estuarine Research Reserve Coastal Training Program

Conservation and controversy go hand in hand. Sooner or later, the mud will fly and your work and your reputation will be on the line. In this hands-on workshop, you'll learn the dos and don'ts of managing controversial situations: deflecting their accusations, making yours stick. You'll develop confidence and skills to set the record straight and come out on top.

The Delaware National Estuarine Research Reserve is hosting a one-day workshop on "Combat Communications for Conservationists" facilitated by Eric Eckl a public relations and marketing consultant from Water Words That Work. This Coastal Decision-Maker Workshop is designed for you - extension, education, and management professionals who deal with natural resource, coastal and ocean issues.

The workshop is free of charge; lunch and all materials will be provided. Space is limited to 30 participants. **Registration is required.** For more information or to register, please contact Jennifer Holmes, Education Coordinator, at (302) 739-3436 ext. 20 or [jennifer.holmes@state.de.us](mailto:jennifer.holmes@state.de.us). Registration deadline is November 15th, 2008.

**Location:** Delaware National Estuarine Research Reserve  
St. Jones Reserve Center  
818 Kitts Hummock Road  
Dover, DE 19901

**Date:** Thursday, December 4, 2008

**Time:** 10:00 – 4:00

The Delaware National Estuarine Research Reserve is partnership between the Delaware Department of Natural Resources and Environmental Control (DNREC) and the National Oceanic and Atmospheric Administration (NOAA). The program is administered through DNREC's Division of Soil and Water Conservation in the Delaware Coastal Programs. It is a goal of the Reserve's Coastal Training Program to provide skill-building opportunities and up-to-date scientific information to individuals who are responsible for making decisions that affect coastal resources.

## Combat Communication for Conservationists Workshop AGENDA

Thursday, December 4, 2008

10:00 - 11:45      **Combat Communications for Conservationists**

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12:00 - 1:00:      Lunch (Provided)

1:15 – 2:15:      **Combat Communications Exercises I**

Participants will divide into teams to examine real life controversies facing the State, and participate in exercises to develop appropriate messages and strategies for reaching beyond those with hardened positions and entrenched views.

2:15 – 2:30:      Break

2:30 - 4:00:      **Combat Communications Exercises II**

How do demographic factors affect environmental knowledge, attitudes, and behaviors? Participants will explore what market research says about the influence of gender, race, age, education, and other factors, and practice developing and delivering audience-appropriate messages.

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REGISTRATION FORM  
December 4<sup>th</sup>, 2008

PLEASE PRINT:

Name:	
Organization:	
Address :	
Telephone:	
FAX:	
<b>Email address: PLEASE WRITE LEGIBLY</b>	
Dietary Requirements:	

**Please register by November 15<sup>th</sup>, 2008, by returning completed form to:**

Jennifer Holmes  
Delaware National Estuarine Research Reserve  
818 Kitts Hummock Road  
Dover, DE 19901  
Phone (302) 739-3436  
Fax (302) 739-3446

<http://www.swc.dnrec.delaware.gov/coastal/dnerr>

Upon receiving your completed registration form we will send written confirmation of registration and directions.

